

AMENDMENT

The Examiner is respectfully requested to enter the following amendments to the application as pending before the Office:

In The Claims:

Given the long pendency from the filing date of the parent application, and Applicant's desire streamline prosecution with the new Examiner (the prior Examiner having handled the case for nearly 6 years!!) so that claims to embodiments of current interest may issue without the need for entering into a multi-year appeal process, Applicant has amended the claims as indicated at appendix A. The claims set forth immediately below, which shall control for purposes of examination, are believed to incorporate all such amendments. Applicant asserts that the amendments are made without prejudice and reserves all rights to prosecute any canceled claims, and unamended claims, and other disclosed embodiments in the application, in future continuation applications, re-examination applications and any application claiming priority from or through the present application.

**CLAIMS AS PENDING BEFORE THE OFFICE AFTER ENTRANCE
OF THE AMENDMENTS MADE HEREIN**

All claims set forth below are once amended:

8. A computer-assisted method of recording an identity of a purchaser of a particular good in a retail setting comprising:

accepting from a purchaser at a point of retail sale a good encoded with a unique product identifier identifying the manufacturer of said particular good and indicia specific to said particular good, said good being enclosed in a

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package having a visible electronically-readable coded form package identifier correlateable with said indicia specific to said particular good;

accepting from said purchaser of said good at a point of retail sale an identity card housing electronically-readable personal identification information;

inputting at the point of sale by an electro-optical reader said personal identification information from said identity card into electronic storage;

inputting at point of retail sale by an electro-optical reader into said electronic storage said visible electronically-readable coded form package identifier and information pertaining to the manufacturer of said particular good;

correlating said personal identification information with said package identifier and information pertaining to the manufacturer of said particular good in a computer database.

9. The method of claim 8 further comprising the step of transferring said correlated data to a shared database with other retailers.
10. The method of claim 8 further comprising the step of: providing said unique product identifier to the purchaser in electronically readable coded form on a medium for further recordation of a subsequent purchaser of said good.
11. The method of claim 10 further comprising the step of: printing said package identifier and said personal identification information on a sales receipt in electronically readable coded form at the point of retail sale of said good.
12. The method of claim 8 wherein the good identifier is invisible in visible light.
13. The method of claim 8 wherein the identity card is a self-authenticating electronically-readable coded identity card.

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14. The method of claim 8 wherein the identity card is a microcircuit technology card.
15. A process for encoding a product with an identifier uniquely correlateable with said product:

encoding a good with an invisible unique product identifier in electronically-readable coded form, said unique product identifier identifying the manufacturer of said good and containing indicia specifically identifying said good;

on said good or the packaging of said good, placing a package identifier, in visible electronically-readable coded form, which is correlateable with said invisible unique product identifier, said package identifier identifying the type of good, the good's manufacturer, as well as identifying said indicia on said good.
16. The process of claim 15 wherein the invisible encoding of the unique product identifier is performed below the surface of a material comprising said good.
17. The process of claim 15 wherein the unique product identifier's position on said good is associated with the lot in which said good was manufactured.
18. The product of the process of claim 15.
19. The method of claim 15 wherein said visible electronically-readable package identifier which is placed on said good or the packaging of said good further identifies origin of manufacture.
20. A computer-assisted method of identifying a record owner of the product, or part thereof, of claim 18 comprising:

obtaining the good;

determining the invisible unique product identifier encoded on said good;

inputting said unique product identifier into a data processor operatively connected with a data base housing purchaser identity information correlated to unique product identifiers found on a plurality of goods;

retrieving purchaser identity information correlated with said unique product identifier in said data base;

determining the identity of the purchaser(s) of said good from said purchaser identity information.

21. A processor-assisted method of recording the identity of a purchaser of a good, having an unique product identifier thereon containing indicia specifically identifying the particular good, purchased through a data processing telecommunications network comprising:

receiving over a data processing telecommunications network a digital data signal comprising digital information relating to the order of a good, the identity of the orderer of the good, and the address to which the orderer of the good desires the good to be transmitted, said digital data signal being transmitted from said orderer to a purveyor of said good;

transmitting from said purveyor, in response to said offerer's order, a digital data signal comprising a request for said good to a processor at located at a site at which such good is physically available as a packaged product comprising said good, and a package surrounding said good, said package having a package identifier in electronically-readable coded form correlateable with the unique product identifier;

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receiving a digital data signal from form the site at which such good is physically available comprising digital information with respect to the package identifier; and

correlating in a database said package identifier digital information with said digital information pertaining to the identity of the offerer and the address to which the offerer desires the good to be transmitted.

22. A computer-assisted purchase and sale method comprising:

accepting from a purchaser digital information identifying said purchaser, a contact address of said purchaser, and the good being purchased,

querying a relational database correlating said good with an identifier associated with said good and with one or more associated characteristics of said good;

querying a relational database which correlates associated characteristics of goods with offers by secondary purveyor(s) proffering good or services directed to such associated characteristics and a contact address of said secondary purveyors;

proffering the purchaser by way of said purchaser contact address, offers of good or services proffered by said secondary purveyor(s) which are related to associated characteristics of the purchased good;

contacting said secondary purveyor(s) by way of said secondary purveyor(s) contact address to inform said secondary purveyor(s) of the purchaser's response to said offer.

23. The method of claim 22 wherein the identifier associated with the good being purchased is selected from the group consisting of: a unique product identifier, a unique package identifier, a product information identifier.
24. The method of claim 22 wherein the processor-assisted method entails use of a data processing telecommunication network.
25. The method of claim 24 wherein the data processing telecommunication network is the Internet.
26. A method for encoding concealed unique identifiers on products comprising:
- directing one or more high energy electromagnetic waves at a material in a molten or semi-molten state such that the wave(s) substantially converge at a point within the material;
 - altering the convergence point of said high energy electromagnetic wave(s) such that the three-dimensional structure of the molten or semi-molten material is disrupted such that an unique identifier is formed;
 - using the solidified material in the construct of a product.
27. The method of claim 26 wherein the molten or semi-molten material is a plastic.